

People You Should Know

**** FOUR STAR FOLKS ****

Selected, Gathered, Compiled and Noted By Betty Dolan, Special Staff Feature Writer
Introducing to You the Builders and Live People Who Make up the Business Interests of Torrance, Lomita, Harbor City and Waverly.

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CLAYBURN BRICK & TILE CO.
 **** THAT silver chime you just heard your welcome to Clayburn Brick & Tile Co., 259th and Normandie, folks everyone enjoys knowing. Most of our ancient history has come down to us through being burned on clay tablets, and the operation of this plant fascinates from the crushing of the clay, right on into the kilns, where two weeks of burning and five days of cooling are required to produce these attractive bricks that go into lovely patios, wall work and chimneys all through this home territory. The unique name "Clayburn" indicates that they burn clay. In one kiln right now there are 550,000 bricks; in another 700,000; the special clay comes from the pit right on the grounds and this is the only brick kiln in this immediate vicinity. Reading the pictures in the clouds we discover that Perry G. Lingren, president, son Wallace, Secretary and Yard Salesman and Vernon Martin, firm member and plant superintendent all travel the progress train. "Perry" saw his first midnight sun in Sweden but doesn't remember a thing about it because he did his growing up in Seattle, Wash.; likes to keep under the wire of the high 80's on his golf game; Mason, Rotarian in Portland, Seattle and San Francisco—and there's friendship in his right hand. Seattle is where Wallace got into his first mischief; another whose weakness is the little white bouncing ball—and he's never asleep at the switch. "Vernon," associated with Perry in brick business for years in Bay District and Merced, is an ace at manufacturing—and his top fun is badminton. They are the kind of folks who make good neighbors; enjoy the spirit of Lomita and are excited to a seat up front among our Golden Rule crowd.

Ph. Lom. 66-J and make known: How many are on their payroll?

KESTER CLARK
 **** A cafe that is a "little different," is what we found at the Duck Inn Cafe, 24790 Narbonne, operated by Kester Clark. Big hearted "Kester" gives to each and every one of us "free" dancing at his new cafe. You will like the place the moment you meet him and start whirling over the floors and eating his foods—which put you right into the mood of happiness, and believe me, if you have never dropped in, it will do your heart good to do so. "Kester" made his first public appearance at Stafford, Kans.; first eagle ever captured was on a dollar in a garage where he was a partner at age of 17; been around cafes 16 years; would rather sail balls down the alley and make strikes than eat a turkey dinner; formerly had Clark's Cafe; lived here three years; if all the cigars he smoked daily were laid end to end they would make a yard; no woman has him yet pinned by the ears for when we went to press he was still single; an Eagle without wings; can't lay bricks, but is a Mason; loves swing music but can't dance so good; what a man!—he can put away a whole fried chicken; "Baby Snooks" is his "must tune in"; long jaunts in his car refresh him; has geniality stamped all over him; not a member of the "put it off" club; makes things hum—and it is easy for him to do favors for folks as it is for the sun to shine.

Ph. Lom. 477 and ask: How many months has he had this new cafe?

FOUR ** FOLKS**
 Winners and Answers
 First Prize (\$2) Maurice Foreman
 Second Prize (\$1) C. V. Foreman
LAWRENCE and HARLEY ROSS, natural born good scouts, have for their Ross Garage Service motor, 1911 Pacific Coast Highway—"Good Service and Fair Prices."

PARADISE DAIRY and good natured Ben Giacomuzzi, owner, have been satisfying people at 36011 Pennsylvania Ave. 10 years.
G. B. ("JACK") CLARK, laconic chaser, started his Shamrock Cafe, 182 Pacific Coast (101) Highway, three years ago.

CHARLES W. FLICKINGER, friend maker, has had his California Market, 1935 Pacific Coast (101) Highway, six years.
H. ENSIGN ARMSTRONG, true service giver, took over entire business of son Glen and his own, now Armstrong Plumbing & Appliance, nine months ago.

MARCELLA CLAYS, who gets our okay, opened Marcella's Beauty Salon, March 22, 1940.
MRS. ROBERT MCCARTNEY, noteworthy person, has her own business established in Lomita 13 years.
MICHAEL BARBATO, hospitable person, of Massachusetts Shos Real, has been 46 years residing in Torrance.

FRED J and MILLIE TYLER
 **** WHEN you are wondering "who keeps it," what is the name of the store at 2068 Pacific Coast (101) Highway that comes into your mind so clearly? Why, Tyler's, of course, which carries a splendid stock of everything that costs 5, 10 and 25 cents. You will go a long way before you will get so much for one thin dime. It is one of those bright, modern, attractive places where you must go once in a while just to look around—and failing to do this, you are liable to pay twice as much elsewhere for the same article. Everyone enjoys knowing Fred J. Tyler, and the other nine-tenths of his family and firm, "Millie." They're home folks; own their own property; interested in everything that makes this community grow, and here's their right hand on fair, helpful, complete service every time you open their doors. "Millie" brought her dimples right along with her to Lomita when only one year old; carried her first little box of crayons to school here—and really "belongs." Wide awake "Fred" first tried to find the end of the rainbow in Fremont, Kansas; California, 22 years; helped to up packages in Dad's grocery when he could hardly see over the counter for first ice cream pennies; both answer "here" in the travel class on time off; neither would swap Lomita for any other place on earth; Fred has snap in his fingers; Millie radiates sparks of fun; they're the folks who change the jitters right out of your door, because they're "onward folks."

Ph. Lom. 491 and reveal:—When will this business be five years old?

FRED LOESHER
 **** OFTEN you have admired the police officers, men and women and, after analyzing, realized it started with the way they dress. Their clothes are always spotless and neatly pressed. They are sure of themselves for they know all the little details have been taken care of to make the personality picture perfect. If you'll investigate further, you'll find many of these folks get their tailoring done by Fred, The Tailor, 24431 Narbonne. Why not have him make a suit for you? Mr. Loesher's first spot to land on our twirling earth was at Norfolk, Neb.; been here 15 years; wears glasses and has blue eyes; smokes factory made eggs; plays banjo like a teacher; "Lum and Abner" are his favorite radio hitching post; gets a big hand on his dancing; likes fishing—doesn't catch any and on each trip back puts up a good front; smart as a whip when it comes to making a new suit; just as good at ladies' tailoring; no deal ever overlooked on any garment that leaves his hands; born with the will to win—and he has a heart as big as his pressing table.

Subtract 10 from 35 and tell years he's been tailoring.

MRS. MARY BRILEY
 **** WHEN you step into the Lomita Home Dairy Store, 1733 Pacific Coast (101) Highway, the nicest welcome meets you. The whole neighborhood is fast coming to appreciate the accommodations because while it is used to feature just dairy products, blue-eyed Mary Briley, the real "Somebody" who takes care of your needs, decided to go all the way in satisfying customers who were asking for groceries, baked goods and all kinds of canned articles. So, now you can get a quart of milk, a half gallon or a gallon, or delicious Ritz ice cream, plus regular table supplies as well. Rockingham, N. C. folks heard Mary's first baby words spoken; schooled in Tarboro, N. C.; if terribly hungry she could eat turnips—but very much prefers a tender, broiled T-bone steak, and can that lassie make rugs! hooked rugs, pompom rugs, crocheted rugs are just fun to her; Bill, the captain of her ship of life, keeps himself plenty busy over San Pedro way and their price-less pearl is 6-year-old Mary Helen; our Briley folks are genuine community co-operators; never close the door upon worth while activities; Mary keeps a crate of happy smiles tucked under the counter; is as up-to-the-minute as tomorrow's headlines and with her lath string is out a mile.

Reverse spelling "0491 lrrpa" and tell us her opening date?

MARY LAMOREAUX
 **** JUST never being satisfied: keeping at it; planning, working, accomplishing, has built the modern Lamoreaux Poultry Ranch 25219 Oak street, to its present success. Mary Lamoreaux was born with a backbone—not a wish bone, and knew it could be done. Starting with 200 hens 15 years ago as a hobby, she now has around 2,000 birds; supplies blood tested, freshly dressed poultry to valued friends and patrons of Rolling Hills, Palos Verdes, San Pedro, Wilmington, Torrance and our Lomita area; wide variety includes chickens, turkeys, ducks, geese, squabs and rabbits. Hatching at a 4300 capacity during spring months is a major part of the business—and 24-hour service every day of the week is her way of never disappointing you. Mrs. Lamoreaux's grand philosophy is that life is a garden; use good seed, tend and cultivate it and it will produce what we enjoy most—and she makes it work! This lovely "Mary" first smiled for her parents on a wheat and cat-ranch near Kansas City, Mo.; raised chickens to earn little girl pin money; raised three brothers, too, and put them through school—more power to her!; over 100 varieties of fuchsias gives you one guess on her hobby; Fred, head-man, tried-and-true on Chicago Bridge force for years and Alice Marie are her family jewels; home, family friends are her world and women of her calibre make this old footstool a gladder place in which to live.

Ph. Lom. 5-W and make known: What is her motto?

HAROLD HOPPE
HARRY ELMER SNIDER
 **** WELCOME Hoppe and Snider, 1836 Pacific Coast (101) Highway, with your experience and ability in garage work; to our circle of "People You Should Know." These men are highly qualified on motor work, tune-ups, ignition, generator, starter, distributor work, and they'll satisfy you whatever the job is in promptness and hold costs down as low as possible. Turning the pages of the big book we discover that "Elmer" joined the "Show Me" folks at Aurora, Mo., odd jobs brought first buffalo nickles; find fishing hard to beat by way of a hobby, and what he can do to a plate of fried chicken is nobody's business; cheerful Florence keeps him steady in the boat, together with Elmer, Jr., Harry, Sam, Dorothy, Eleanor and Virginia Lee, Randall, Minn., is where "Harold" first had to turn his face to the wall in school days; cutting grass helped to jingle coins in his pockets; rather fish than play golf any day; Dorothy is his all-time helpmate and mothers their little Loretta and Clifford. They bring us goodwill; natural born good neighbors; extend you a welcome to come in and get acquainted; they're here to stay and are "regular fellows"—the highest compliment we know.

Unscramble the words "cher snomth gao" and tell when they opened here?

ART LEVINE—HODY LANE
 **** BRIGHT, spotless, attractive and modern—all apply to Liquor Locker, 2022 Pacific Coast (101) Highway, where brothers-in-law Art Levine and Hody Lane handle only the best in drinks of every description. There's order and good cheer every place you look—and there's something about these owners that makes you like them—and their way of doing business. They're both glad to serve you.

CONTEST RULES
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FOR BEST ANSWERS
 \$500—Free Merchandise Prizes—\$500
GRAND PRIZE—\$1500
FIRST WEEKLY PRIZE—\$200
SECOND WEEKLY PRIZE—\$100
WHAT TO DO? Call by phone or in person and get answer to question asked at the end of each story. Send answers to The Herald with-in four days.
WHO WINS? The person sending in the most nearly correct, prompt, and neatest answers will be given merchandise awards from your own home merchants each issue. Winners and answers published week after story and question appears.
CASE OF TIES: Duplicate awards will be given each tying contestant. The judge's decision will be final and incontestable. Anyone, anywhere, may compete, except employees of The Herald and News or members of their families.
GRAND PRIZE will be awarded at the end of the contest to the person sending in the most correct weekly solutions during the entire contest.

Glenda Proves Good Trouper



HER DRAWINGS UNQUESTIONED... When little Glenda Farmer appeared on the Civic Auditorium stage last Thursday and Friday afternoon at the Herald-Lomita News Cooking School to assist in the selection of awards she captivated the large crowds of women with her charm and stage presence. She aided Grover C. Whyte, publisher of The Torrance Herald and Lomita News, in "diving" for cards in a big metal barrel that almost engulfed her small person. Glenda, three-year-old daughter of Mr. and Mrs. Dwight Farmer of 1728 Abalone st., is shown above doing her duty as a good trouper with Publisher Whyte.

they came to Lomita—because they like the folks, the climate and the spirit of fair play that is always uppermost. Our telescope reveals that "Art" will never forget Omaha, Nebr., and the year 1913; always trying to better his score in the 90's on that tantalizing little white pill; newsie was first business title, and his favorite name in the world is "Marion"—other nine-tenths of his family, Cheyenne, Wyo., where men are men, first included "Hody" in its census roll; golf course helped him to count first nickles and quarters in short pants days; may never be a Bobby Jones—but knows the secret of keeping his 70's; co-operates on everything Chamber of Commerce puts over for community welfare; little boss of the family, 14-month old Stephen and his one-and-only Esther are his sun, moon and stars; the best we can say about Art and Hody today is—they're fine and dandy, A-1 and O.K. with nothing counterfeit about them.

Ph. Lom. 459 and discover:—When did they become owners here?

Townsend Club Forms, Elects Officers

By Beth Paige
 The meeting to launch the newly-formed Townsend club in Lomita was called to order last Friday by its chief promoter, Joseph F. Le May of San Pedro to whom goes the credit of this sizable task. Le May introduced Mr. Hardy of Club 37, Los Angeles who presided over the usual opening. Mr. Sellers of the Torrance Club lead the singing and Mrs. Beth Paige played the accompaniment.
 Hardy introduced Geo. F. Geiger of San Pedro, head of the 17th Congressional District, who spoke and introduced Attorney John J. Jennings of Los Angeles, who gave an outstanding address, stressing the wise provisions of the Townsend plan

now in the hands of the ways and means committee.
 Geiger proceeded directly to his work as organizer and in short order, the following officers had been elected: Mrs. Alma Flickenger, president; Mrs. Katherine Williamson, first vice-president; Mrs. Lina Hodges, secretary and Owen Gibson, treasurer.
 This club starts out with its bills all paid, the gift of a gavel from Mrs. Lulu French of Gardena Club, a large portrait of Dr. Townsend as the gift from the Torrance club, a flag and over \$10 in its treasury, as result of the evening's collection.
 Ten presidents and officers from as many clubs were noted in the audience. Lomita No. 1 as the new club will be known, will hold its first meeting in the same hall tomorrow evening.

Harbor City Oil Worker Dies

Stricken suddenly while at work at the Richfield plant in North Wilmington, Elton McEwen of 1225 252nd st., died shortly after noon Tuesday. He was born in Jonesboro, Arkansas, 64 years ago and came here in 1922. For many years he had been employed at the Richfield plant.
 Besides his wife, Samantha, he was survived by two sons, Howard of Harbor City, and Floyd of Arkansas. There are also three grandchildren of Harbor City, Richard, Judith and Dale.
 Mr. McEwen was a member of the Grace Baptist church of Wilmington. Services are being conducted by the Stone & Myers Mortuary of Torrance.



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